

REQUEST FOR PROPOSAL

East Tower Capital Fundraising Campaign

November 15, 2023



Submission Deadline December 15, 2023

Camden Clark Foundation
2801 Birch Street, Parkersburg, WV 26101
304-424-2200

Introduction/Background:

The Camden Clark Foundation (the Foundation) seeks to conduct a fundraising feasibility and planning study, including program framework for a capital campaign to support construction of a new patient tower at WVU Medicine Camden Clark Medical Center (CCMC).

The new East Tower will address critically failing infrastructure needs and allow the hospital to expand capacity and services including, the Behavioral Health and Labor and Delivery Units, to better serve the healthcare needs of our community. Construction is expected to begin in 2025 with an opening date in 2028. Total costs for the project are estimated to be \$250M. The majority of the funding will come from reserves and borrowing capacity however, there will be a significant funding gap. This feasibility study is a critical first step as we look to launch an \$20M capital campaign to fill that funding gap, the largest in the Foundation's and the community's history.

Camden Clark has served its mission to “meet the healthcare needs of our community for a lifetime” for 125 years and has been the foundation of the Mid-Ohio Valley community for generations. Its roots date back to the old City Hospital, a 40-bed facility that opened in 1898. The original hospital was moved and expanded in 1920 with a donation and bequest from Senator Johnson Camden and Dr. Andrew Clark. The facility has grown over the years but remains on property leased from the City of Parkersburg, WV. CCMC merged with St. Joseph's Hospital and joined the WVU United Health System in 2011.

Today, WVU Medicine Camden Clark serves a 9-County region of approximately 268,000 residents and employs more than 250 providers and 2400 staff. CCMC, with a Level III Trauma Center, Heart and Vascular Institute, Cancer Institute, and multi-specialty clinics, serves as a regional referral hub for area critical access and rural hospitals and clinics.

While the CCMC Foundation has loyal giving partners and hosts multiple fundraising activities to support community needs, the largest capital fundraising projects undertaken have been in support of the construction of the North Tower in 1970 and the South Tower in 2008.

Scope of Work:

The selected consulting firm will work closely with Hospital and Foundation leadership and board members to conduct a comprehensive feasibility study and develop a strategic fundraising plan. Key deliverables will include:

- Professional recommendations and review of campaign materials including case for support, campaign brochure, naming opportunities, etc.
- In-depth interviews with key stakeholders including board members, donors, physicians, community leaders.
- Landscape analysis to uncover and understand competing interests and barriers.
- Guidance on campaign structure, timeline, budget, volunteer leadership, and staffing needs.
- Written study findings and presentation of recommendations to board and campaign committee.

Timeline:

- RFP release date: November 15, 2023
- Proposal deadline: December 15, 2023
- Consultant selection: By January 31, 2024
- Study completion: May 31, 2024

Budget:

Proposals should include a detailed budget breakdown with any limits on number of interviews, presentations, etc.

Qualifications:

Seeking firms with the following:

- 10+ years of healthcare fundraising experience required
- Demonstrated success conducting feasibility studies and developing campaign plans
- Strong networks with major gift donors
- Philanthropic Grant and Federal and State funding experience preferred

Proposal Guidelines:

Proposals should include methodology and timeline, experience, 3 client references, pricing table, and resumes of all consultants who will work on the project. Also, please include CCMC’s board, staff, and facility expectations.

Evaluation Criteria:

Proposals will be evaluated based on:

- Relevant expertise and experience (50%)
- Price/value (25%)
- References and reputation (25%)

Terms and Conditions:

The Foundation reserves the right to reject any proposals. Consultant selection expected by January 31, 2024. Do not begin any billable work prior to contract.

Contact:

Please submit proposals [here](#), by midnight, December 15, 2023.

Questions can be directed to:

/ MarJean Kennedy, MBA, PCM

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